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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To The Honorable Commissioner:  
copy thereof.

101326429

and the attached original documents or

1. Name of conveying party(ies):

Name: KRAFT FOODS, INC.  
Address: THREE LAKES DRIVE

City: NORTHFIELD State: IL Zip: 60093

Individual(s) Association  
General Partnership Limited Partnership  
☒ Corporation-State of: DELAWARE  
Other:

Additional name(s) of conveying party(ies) attached?  
Yes ☐ No ☒

3. Nature of Conveyance:

☒ Assignment Merger  
Security Agreement Change of Name  
Other

Execution Date: March 15, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
75/777,820

2. Name and address of receiving party(ies):

Name: KRAFT FOODS HOLDINGS, INC.  
Address: THREE LAKES DRIVE

City: NORTHFIELD State: IL Zip: 60093

Individual(s) Association  
General Partnership Limited Partnership  
☒ Corporation-State of: DELAWARE  
Other:

If assignee is not domiciled in the United States, a domestic  
representative designation is attached: Yes ☐ No ☒

(Designations must be a separate document from Assignment)  
Additional names(s) & address(es) attached?  
Yes ☐ No ☒

Additional numbers attached? No (If yes, then attach numbers on a separate sheet and send along with this page)

5. Name and address of party to whom correspondence  
concerning document should be mailed:

Name: Susasn H. Frohling  
Company: KRAFT FOODS  
Street Address: Three Lakes Drive  
City: Northfield State: IL Zip: 60093

6. Total number of applications and registrations invoiced: 1

7. Total fee (37 CFR 3.41): \$ 40.00  
\$40 for one mark; \$25 each additional

Enclosed  
☒ Authorized to be charged to deposit account #11-1650  
if any additional fees are required.

8. Deposit account number: 11-1650

(Attach duplicate copy of this page if paying by deposit  
account)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a  
true copy of the original document.

Name of Person Signing Sandra J. Storto

Signature Sandra J. Storto

Date: 3/15/00

Total number of pages comprising cover sheet: 1

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TRADEMARK  
REEL: 002054 FRAME: 0709

## **ASSIGNMENT OF TRADEMARK**

WHEREAS, Kraft Foods, Inc. ("Assignor"), is the owner of the trademark listed on Schedule A, attached hereto and incorporated herein by reference (the "Trademark"); and

WHEREAS, Kraft Foods Holdings, Inc. ("Assignee") desires to acquire the entire right, title and interest in, to and under said Trademark, including the right to bring actions for infringement of the Trademark occurring prior to the date of this Assignment,

NOW THEREFORE, for good and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Trademark, together with the goodwill of the business symbolized by the Trademark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

All Trademarks, either present or future, which are unassignable by Assignor, whether at law or by contract or otherwise, or which if assigned would cause Assignor to be in breach of the terms of a contract, or would result in a taxable event if transferred, shall not be assigned, and are not assigned to Assignee by this instrument.



## **SCHEDULE A**

**Trademark**

KOOLPOINTS

**Serial No.**

75/777,820

**Filing Date**

August 17, 1999